Culture + Tourism = Economic Development

City of San Antonio
Office of Cultural Affairs
Historically Speaking

- Historic Preservation
- Deep Artistic Tradition
- Diverse Economy
Support System

- Planning
- Special Events
- Artists
- Neighborhood Arts
- Operations

ECONOMIC DEVELOPMENT

QUALITY OF LIFE

INSPIRES

SUSTAINABILITY
Why Invest

- Enhances San Antonio Tourism experience which generates well over $11 billion in economic activity
- The combined creative economic impact in San Antonio is over $3.37 billion
- $6 : $1 return on the public cultural investment
- The Tourism and Creative workforce, combined, now exceeds 133,311.
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The Cultural Collaborative: A Community Plan for San Antonio’s Creative Economy
Briefly

- Eighteen month of community input and planning
- Over one thousand individuals participated and gave input
- 38 strategies with five objectives (Access, Economic Development, Resources, Authenticity and Community Awareness)
- Adopted by City Council in 2005
- $2 million invested to date
- Allowed for implementing strong cultural tourism strategies and projects
Successes

- Strong Partnerships
- Expanded the visitors experience: Neighborhoods
- Branded the arts
- Expanded Marketing strategies
- New Capital projects that support Tourism
- Increased Art and Cultural Events